

# CITY OF JERSEY CITY

JERRAMIAH T. HEALY  
MAYOR



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## **FOR IMMEDIATE RELEASE**

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## ***Mayor Jerramiah T. Healy and the Municipal Council Encourage Jersey City Residents to Shop Local by Welcoming Another Small Business – Bred In Jersey***

**JERSEY CITY – Mayor Jerramiah T. Healy will cut the ribbon on a new small business, Bred In Jersey, at 10:00 a.m. on Thursday, October 15, 2009, at 593 Jersey Avenue.**

“I always look forward to welcoming new businesses to our great city,” said **Mayor Healy**. “The opening of this new shop promises to give residents and visitors even greater opportunities to enjoy our increasingly vibrant city while supporting our local economy.”

The LifeStyle Boutique promotes independent music, art & brands, such as APC Jeans, Nudie Jeans, Common Project, Alife Footwear, 3sixteen, Staple Design, Hixsept, Hotpair, Billykirk Bags, Happy Socks, PF Flyers, Feiyue, Nooka, Spring Court and their own store brand, Bred in Jersey. Most of the products are exclusive and limited to BRED.IN.JERSEY® in Jersey City who provides exceptional service and product knowledge in a very unique and one of a kind atmosphere.

Their unique lines feature several lines of products including sneakers, jeans, t-shirts, jackets, hats, jewelry, accessories, and more.

The boutique is open Tuesday through Sunday from 1:00 p.m. to 9:00 p.m.

**All media inquiries should be directed to Jennifer Morrill, Press Secretary to Mayor Jerramiah T. Healy at 201-547-4836 or 201-376-0699.///**